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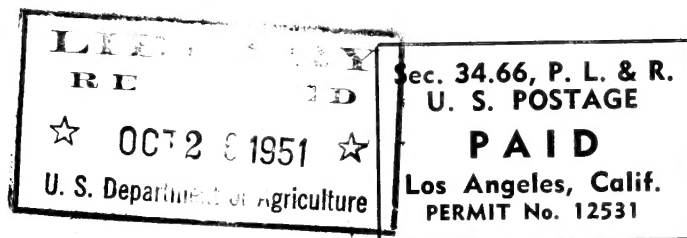
# BULB LIST

1951



PAUL J. HOWARD'S CALIFORNIA FLOWERLAND  
11700 National Blvd., Los Angeles 64, California

RETURN POSTAGE GUARANTEED



<sup>43</sup> Librarian  
U.S. Dept. of Agriculture  
Washington 25,  
D.C.



# Paul J. Howard's **HARDY IRIS**

Hardy Iris are among the easiest flowering plants to grow. Select a well-drained, sunny situation, with good garden soil. If soil is poor, fertilize with good commercial fertilizer or with bone meal, in fall and once or twice in spring. Set plants 12 to 18 inches apart and just cover the rhizomes. Water well after planting and keep moderately moist after that. Iris may be planted any time from June to winter. Prices include postage through the 4th postal zone.

Please add sales tax to all California orders.

**AGRIPPA.** Golden yellow standards with rounded falls of vivid garnet red, shaded gold. Hardy, free flowering. Each \$2.50, 3 for \$6.50.

**ALICE HARDING.** Large soft yellow blooms on branched stems; nearly everblooming. Each 35c, 3 for 90c, dozen \$3.50.

**ALWAYS.** Soft ivory veined and shaded purple. Each 75c, 3 for \$2.00, dozen \$7.50.

**ANNE MARIE CAYEUX.** Beautifully blended tones of rosy heliotrope, greyish amber and orange, with iridescent cast. Each 50c, 3 for \$1.25, dozen \$4.50.

**BENJAMINE.** Unique mauve purple and grey tones. Each 75c, 3 for \$2.00.

**BLUE CRYSTAL.** Giant light blue, especially fine for warm sections. Each \$1.00, 3 for \$2.50.

**BLUE SHIMMER.** Most outstanding plicata grown. Ivory white, feathered and bordered clear blue; falls are flaring, of heavy texture; a large, elegant, fragrant flower. Each \$1.00, 3 for \$2.50.

**CARVED IVORY.** Beautifully formed ivory white blooms on well branched stems. Each 75c, 3 for \$2.00, dozen \$7.50.

**CHARMEUR.** Popular light orchid pink. Each 50c, 3 for \$1.25, dozen \$5.00.

**CHINA BOY.** Huge reddish bronze and brown, on tall stems. Each \$1.00, 3 for \$2.50.

**DESIRABLE.** White edged rosy lilac; free flowering, early. Each 75c, 3 for \$2.00.

**ECLADOR.** Rich golden yellow, free flowering. Each 50c, 3 for \$1.25, dozen \$4.50.

**ELECTRE.** Soft lavender, gold beard; a good low growing Iris for foreground planting. Each \$1.00, 3 for \$2.50, dozen \$10.00.

**FRANCHEVILLE.** One of the most strikingly beautiful Iris we grow. Giant flowers with lilac standards and reddish purple falls shaded brown. Each \$1.00, 3 for \$2.50.

**FRONDEUR.** Deeply ruffled standards of buff grey, shaded yellow, falls are orchid purple veined maroon. Each \$1.50, 3 for \$4.00.

**GENEVIEVE SEROUGE.** Massive blooms of tawny yellow flushed pale blue, falls lilac and blue, edged yellow. Each 50c, 3 for \$1.25, dozen \$4.50.

**GRACE MOHR.** One of the most popular Iris—tall, lovely pale lilac veined deep violet. Each \$1.00, 3 for \$2.50, dozen \$6.50.

**HAPPY DAYS.** Immense clear yellow; tall, free flowering. Each 35c, 3 for \$1.00, dozen \$3.50.

**HERMIONE.** A rich blend of bronze and heliotrope, with falls of mahogany and yellow, marked brown. Each 50c, 3 for \$1.25.

**INDIAN CHIEF.** Large showy red, falls deep crimson, standards rosy red. Each 50c, 3 for \$1.25, dozen \$5.00.

**LOS ANGELES.** An old favorite and still one of the best—large white, faintly edged blue. Each 50c, 3 for \$1.35, dozen \$4.50.

**LUX.** Shimmering old gold, apricot rose and carmine. Each 75c, 3 for \$1.75.

**MANDARIN.** Glowing orange yellow. Each 75c, 3 for \$2.00.

**MINISTRE FERNAND DAVID.** Standards rich reddish purple, falls deeper glowing red-purple. Each 50c, 3 for \$1.25, dozen \$5.00.

**MME. LOUIS AUREAU.** A rich blend of cream and rosy mauve. Each 50c, 3 for \$1.35, dozen \$5.00.

**NEMO.** Outstanding big showy violet blue of rich fragrance. Each 75c, 3 for \$2.00.

**PALE MOONLIGHT.** Lovely tall pale blue. Each 35c, 3 for \$1.00, dozen \$3.50.

**PORTLAND.** A large showy Iris with standards of golden yellow, falls coral rose. Tall, sometimes blooms in fall also. Each 75c, 3 for \$2.00.

**PURISSIMA.** Giant, perfectly formed pure white. Each 35c, 3 for \$1.00, dozen \$3.50.

**SAN GABRIEL.** Lustrous lavender flushed rosy mauve; fragrant, vigorous. Each 35c, 3 for \$1.00, dozen \$3.50.

**SANTA BARBARA.** Soft lavender blue self color, large flowers. Each 35c, 3 for \$1.00, dozen \$3.50.

**SNOQUALMIE.** Rich deep cream of heavy texture and fine form; tall growing, hardy, with long blooming season. Each 75c, 3 for \$2.00.

**SNOW FLURRY.** One of the finest white Iris grown. Pure white, faintly flushed ice blue, both falls and standards deeply ruffled and frilled. Tall, early, fragrant. Each \$1.25, 3 for \$3.25.

**TENAYA.** Rich deep reddish purple, sometimes blooms in fall also. Each 75c, 3 for \$2.00.

**TENTATEUR.** Slate grey standards shaded yellow, and broad flaring falls of reddish purple edged silvery grey, make this an outstanding Iris in any garden. Each \$1.50, 3 for \$4.00.

**WILLIAM A. SETCHELL.** One of the largest, flowers often measure 6 inches across, yet of fine form, rich royal purplish blue; free flowering. Each \$1.00, 3 for \$2.50.

**ZAMPA.** Standards and falls of rich metallic blue, free flowering. Each 50c, 3 for \$1.25, dozen \$5.00.

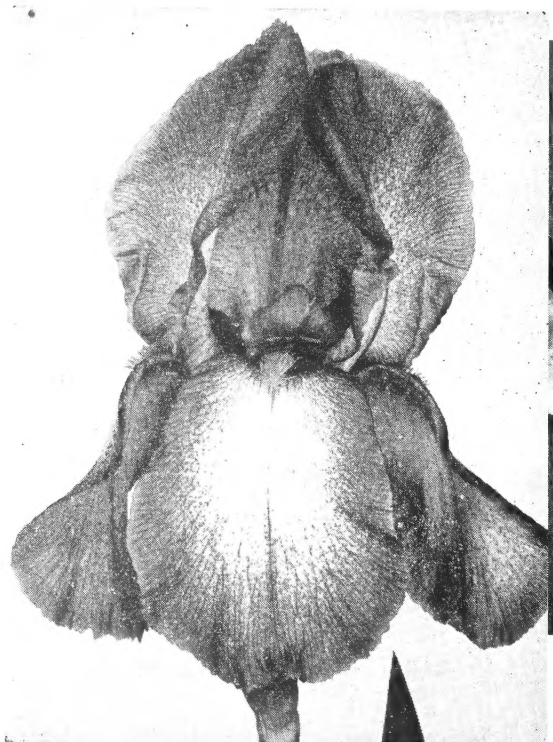


Paul J. Howard's  
Magnificent New IRIS

## MRS. RICHARD GORHAM

A marvelous new seedling Iris of huge size and lovely form. Falls are somewhat flaring, rich campanula blue with white veining at center and golden yellow beard. Standards are an enchanting sky blue. The flowers are delightfully fragrant and of wonderful substance, sometimes five on the 40-inch stems open at one time. The wide massive foliage and the heavy rhizomes show the great vigor of this variety. Blooms early to midseason, and is a valuable addition to the list of really fine Iris. Stock still limited. Each \$5.00.

BLUE SHIMMER



## Paul J. Howard's BARGAIN IRIS ASSORTMENT

This assortment includes many French Hybrid Iris, as well as older popular ones, all grown in our own fields, a grand collection for mass planting and extensive borders.

12 VARIETIES ONLY \$2.00  
Each one different, unlabelled.  
Prepaid through 4th postal zone  
100 PLANTS FOR \$15.00

## California Flowerland IRIS KAEMPFERI

JAPANESE IRIS. Beautiful open form, broad silky petals and richest coloring distinguish these Hardy Iris Kaempferi. They bloom freely from May to July, have handsome foliage, and are showiest when planted in masses, along borders, or near a pool.

Plant Iris Kaempferi in good garden soil mixed with peat moss or leaf mold, in full sun or partial shade. Give the plants plenty of water during their growing season, from early spring to fall. Plant any time from late fall until late spring.

We offer a Mixture of all shades, single and double Iris Kaempferi, from our own fields.

3 for \$1.00, dozen \$3.00, 100 for \$20.00.

All Iris sent prepaid, up to and including the 4th postal zone.



# Paul J. Howard's RANUNCULUS

Huge double silken blooms in brilliant shades, long lasting in the garden and as cut flowers.

Plant in full sun, in well drained soil, after October first. Soak a few hours in water, or start in moist sand. Set bulbs with prongs down, 6 to 12 inches apart, and cover about one inch.

Red, Orange, Yellow and Pink Shades, White, and California Flowerland Mixture of these shades.

Jumbo Bulbs: Dozen \$1.50, 100 for \$11.50

Large Size: Dozen 75c, 100 for \$5.00

## ANEMONES

Brilliant poppy-like flowers, lovely as cut flowers. Culture same as for Ranunculus, setting bulbs pointed side down.

**BLUE POPPY.** Violet blue black center.

**HIS EXCELLENCY.** Scarlet, black center on white base.

**THE BRIDE.** White, greenish white center.

**ROSEA.** New rose shades.

**CALIFORNIA FLOWERLAND MIXTURE** of Above Shades.

Extra Large Bulbs: Dozen \$1.00, 100 for \$9.00



BRILLIANT ANEMONES



CALIFORNIA FLOWERLAND RANUNCULUS

## GLORY OF THE SUN

**Leucocoryne ixioides odorata.** Fragrant blue star-shaped flowers, for edgings, massing and rock gardens. Plant 3 inches deep, 4 to 6 inches apart. **Dozen \$1.50, 100 for \$10.00.**

## STAR OF BETHLEHEM

**Ornithogalum arabicum.** Clusters of starry white flowers with black centers, long lasting as cut flowers. **Extra Large Bulbs: Dozen \$1.50, 100 for \$10.00.**

## SPRING SNOWFLAKES

**Leucojum vernum.** Spikes of small white bells, tipped green. Set bulbs 3 inches deep, 3 to 8 inches apart. **Dozen \$1.50, 100 for \$10.00.**

## AMARCRINUM HOWARDII

Huge clusters of pink, lily-like blooms resembling Amaryllis Belladonna, are borne on strong stems; broad, strap-leaved evergreen foliage. Handsome plant for garden and patio decoration, may be grown in large pots or tubs. **Each \$2.50, 3 for \$7.00.**

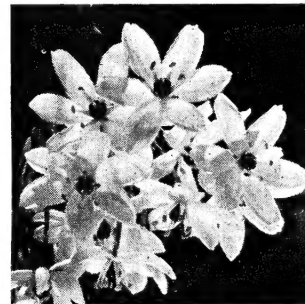
## GIANT HYBRID AMARYLLIS

Separate shades of **Crimson, Scarlet, White** with stripes of pink and crimson, also **Near White.** **Each \$1.00, 3 for \$2.75, dozen \$10.00.** **MIXED COLORS: Each 75c.**

## SPREKELIA FORMOSISSIMA—Aztec Lily

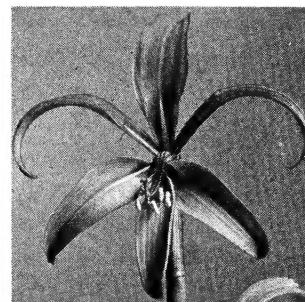
Showy orchid-shaped blooms of rich red on long stems, in late spring and summer. Culture same as for Amaryllis. **Each 75c, 3 for \$2.00, dozen \$7.50.**

**CULTURE OF AMARYLLIS, SPREKELIA:** Plant bulbs in rich soil, with neck of bulb just above the surface. Bulbs planted too deep will not bloom. Outdoors, they require a sunny exposure. For pot culture, use a 7 or 8-inch pot, with light friable soil mixture. Keep in cool shade until roots develop, then remove to sunny situation or to living room window. Bulbs ready in November, may be planted until April first.



STAR OF BETHLEHEM

Free Flowering,  
Easy to Grow



SPREKELIA

The Brilliant  
Aztec Lily

## Paul J. Howard's LAWN GRASS SEED

**All Purpose Grass Seed Mixture.** From long experience in landscape work in Southern California, we have found this mixture of highest quality seed to be ideal in all situations. It will make a fine green lawn wherever grass will grow, in sun or shade. Use 1 lb. to 150 square feet.

1 lb. \$1.40, 5 lbs. \$6.85

**Blue Grass and Clover.** Highest quality and germination.

1 lb. \$1.40, 5 lbs. \$6.85

**Blue Grass** 1 lb. \$1.34, 5 lbs. \$6.50

Not Prepaid

## MAIL ORDERS

**ALL PACKET SEEDS and ALL SMALL BULBS:** Anemone, Ranunculus, Freesia, Crocus, Oxalis, Dutch Iris, Tigridia, Ixia, Sparaxis, Tritonia, Leucocoryne, Scilla, etc., sent prepaid anywhere in the United States.

**ALL OTHER BULBS:** Daffodils, Narcissus, Jonquils, Hyacinths, Tulips, Lilies, Amaryllis, Calla, Ornithogalum, Gladiolus, Tuberose, Watsonia—Prepaid up to and including 4th postal zone. (This area includes all of Cali-

fornia, Arizona, Nevada, Western New Mexico, Southern Oregon and Southern Utah.)

**FREE DELIVERY** in Los Angeles Area.

Less than 6 Bulbs of any variety or color take the **each or 3 rate.** 50 Bulbs of a variety or color may be ordered at the 100 rate.

Please add 3% sales tax to all orders to be sent anywhere in California, 3½% sales tax in Los Angeles. **We do not ship C.O.D. Orders.**

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**  
11700 National Blvd., Los Angeles 64, California

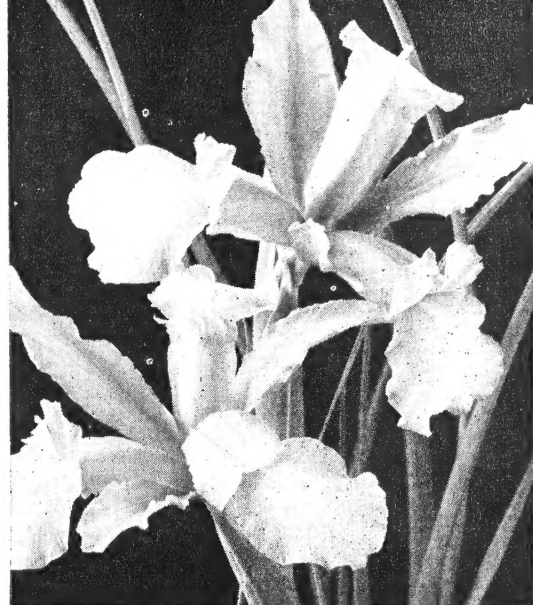
# NOVELTY DUTCH IRIS

A new strain of Giant Dutch Iris, with many new shades and combinations of color, lovely for massing in the garden and for cut flowers.

**ARTHUR BRIET.** Purple blue, bronze lip spotted orange.  
**AVIATEUR.** Purple blue, lip cornflower blue.  
**BELLE JAUNE.** Yellow with deeper golden lip.  
**BLUE CHAMPION.** Enormous brilliant blue.  
**BRONZE BEAUTY.** Purple blue, olive lip spotted orange.  
**BRONZE QUEEN.** Bronze shaded blue, blue lip spotted orange.  
**DELFT BLUE.** Very large self blue.  
**KING MAUVE.** Immense violet mauve.  
**LE MOGOL.** Deep bronze with olive lip, late.  
**PRINCESS BEATRIX.** Fine deep yellow.  
**PRINCESS IRENE.** White with golden yellow lip.  
**WHITE PEARL.** Large pure white, yellow spot on lip.

**Price of the Above New Dutch Iris:**  
**3 for 65c, dozen \$1.95, 100 for \$15.00**

**WEDGEWOOD.** Favorite large clear blue, early. **Dozen \$1.25, 100 for \$8.50.**



DUTCH IRIS

## Giant Fragrant FREESIAS

Plant in full sun or partial shade, 5 to 6 inches apart, 2 inches deep. Keep soil moist but not too wet.

Pure White, Golden Yellow, Blue, Lavender, Pink, Bright Red. Extra Large Bulbs: Dozen \$1.00, 100 for \$7.50.

**CALIFORNIA FLOWERLAND GIANT FREESIAS**  
**IN MIXTURE**

Dozen 85c, 100 for \$6.00

New Double Freesias. Fragrant double blooms in graceful sprays. Elder's Judy. Double Yellow, and Double White.

Dozen \$1.00, 100 for \$7.50

## TRITONIA CROCATA

(Flame Freesia.) Beautiful wide open flowers in long stemmed sprays, like Freesia, in vivid colors. Long lasting as cut flowers and in the garden. Culture same as Freesias.

Mixed Colors. Dozen 75c, 100 for \$5.00.

GIANT FREESIAS



WATSONIA

IXIA

## IXIAS

Clusters of strikingly showy flowers, star or cup-shaped. Beds of Ixia, planted in front of our portico, furnished brilliant displays for many weeks. Plant in sun or half-shade, in well drained soil, cover one inch.

**Afterglow.** Carmine and orange.

**Bridesmaid.** White, red center.

**Englishton.** Carmine, dark center.

**Emperor of China.** Yellow, shaded brown.

**Vulcan.** Crimson and orange.

Dozen 75c, 100 for \$5.00

**GREEN IXIA.** (*Ixia Viridiflora*) Unique flowers of pale green with black throat, on tall stems. Dozen \$2.50, 100 for \$17.50.

## SPARAXIS

Slender spikes of funnel-shaped flowers, brilliantly colored and oddly marked, somewhat resembling Ixias, requiring the same culture. Mixed Colors. Dozen 75c, 100 for \$5.00.

## TIGRIDIA

**Mexican Shell Flower.** Among the oddest and most striking flowers grown. Blooms are large, with three pointed petals, marked and spotted on ground of rose, scarlet, orange, yellow, peach, wine red and white. Bulbs ready in February. Dozen \$1.75, 100 for \$12.00.

## TUBEROSES

**Mexican Single.** Spikes of fragrant waxy white flowers. Bulbs ready in February. Dozen 75c, 100 for \$5.00.

**Double Pearl.** Double flowers of richest fragrance. Dozen \$2.00, 100 for \$15.00.

## WATSONIA

Tall slender flower spikes and gladiolus-like foliage; ideal for background planting and for cutting. May be left in the same situation for years. Plant 4 inches deep.

**Adelaide,** rose pink.

**Lara,** fuchsia red.

**Malvern,** orchid.

**Mrs. Bullard's White.**

**J. J. Dean,** rose.

**Dazzler,** scarlet, blooms in winter and early spring.

Dozen \$1.25, 100 for \$8.00

## BABY GLADIOLUS

Slender spikes of butterfly-like flowers. Plant 2 inches deep in sandy loam, in sun.

**Peach Blossom.** Pink.

**Spitfire.** Scarlet.

**The Bride.** White.

**Mixed Colors.**

Dozen \$1.25, 100 for \$9.00

## Bulbs for Borders

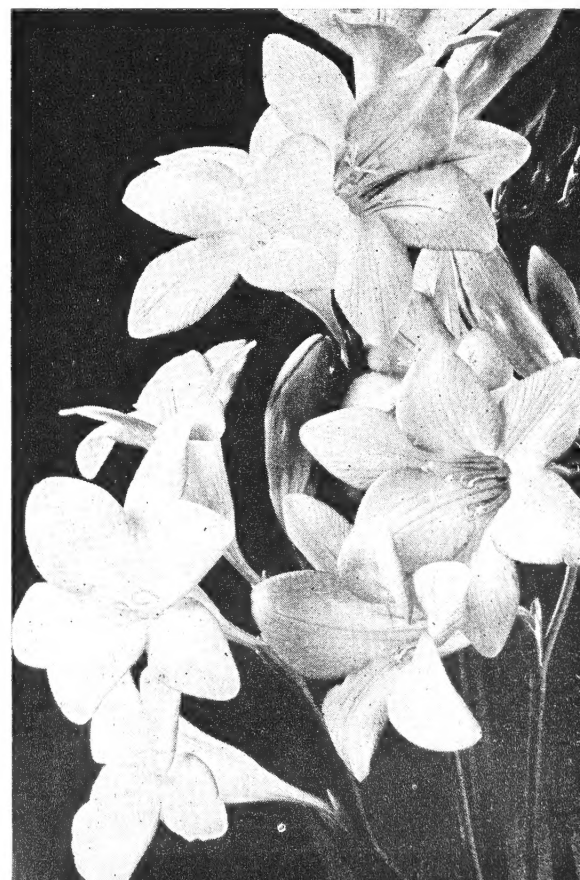
**CROCUS.** Earliest of all bulbs to bloom, large cup-shaped flowers on short stems. Grow in half-shade in the garden, or in pots. Purple, White, Yellow, Striped. Dozen 85c, 100 for \$6.00.

**SCILLA CAMPANULATA.** (Wood Hyacinth) Clear blue bells on 10-inch stems. Plant 4 inches deep. Dozen 75c, 100 for \$5.00.

**MUSCARI CONICUM.** (Grape Hyacinth) Short spikes of small bright blue blooms in early spring. Culture same as Freesias. Dozen 75c, 100 for \$5.00.

**MUSCARI PLUMOSUS.** (Feather Hyacinth) Broad spikes of deep blue feathery blossoms, attractive and unusual. Dozen 75c, 100 for \$5.00.

**OXALIS.** For massing in shade, for pots or hanging baskets indoors. Very easily grown. Grand Duchess White, Pink, Lavender, and Bowlei—bright pink. Dozen 50c, 100 for \$3.50.





Paul J. Howard's DAFFODILS and NARCISSUS

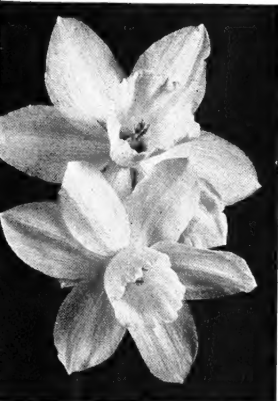


KING ALFRED DAFFODILS

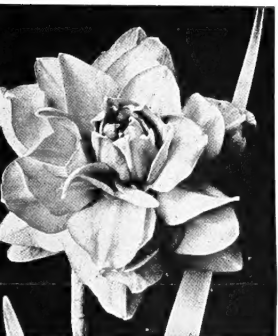
California Flowerland DAFFODIL MIXTURE

This assortment is made up of top quality Daffodils, including many novelty as well as popular named ones, and choice seedlings, selected for a long blooming season and strong growth. For mass planting of large areas, and for naturalizing, you can obtain no better mixture.

Dozen \$1.75. 100 for \$12.50. (50 at the 100 rate).



MOONSHINE DAFFODILS



DOUBLE DAFFODIL

SHORT CROWN NARCISSUS

BATH'S FLAME. Deep primrose yellow; cup deep yellow edged orange-red. 3 for 55c, dozen \$2.00, 100 for \$15.00.

DIANA KASNER. Creamy yellow, fluted yellow cup edged red. 3 for 55c, dozen \$2.00, 100 for \$15.00.

FORTUNE. Immense creamy yellow, broad frilled orange crown, a wonderful show flower. 3 for \$1.00, dozen \$3.50, 100 for \$28.00.

HADES. Large cream perianth with showy broad cup of cherry red. 3 for \$1.50, dozen \$5.00.

JOHN EVELYN. Large white flowers with broad cup of deep cream, frilled and ruffled; one of the finest. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.

MILFORD HAVEN. Creamy white, ruffled crown of yellow edged orange scarlet. 3 for 85c, dozen \$3.00.

MRS. BARCLAY. Pale yellow with frilled open cup edged orange. 3 for 55c, dozen \$2.00, 100 for \$15.00.

POETICUS AND POETAZ NARCISSUS

ACTEA. Broad white perianth, very large eye margined dark red; fragrant, one of the best. 3 for 55c, dozen \$2.00, 100 for \$15.00.

GERANIUM. Large flat, pure white flowers, in clusters of 3 to 5, with cup of bright orange scarlet, delightfully fragrant. Dozen \$1.75, 100 for \$12.50.

GLORIOUS. Clusters of large creamy white flowers, frilled orange cup, early. Dozen \$1.75, 100 for \$12.50.

LAURENS KOSTER. Clusters of fragrant creamy white blooms, lemon yellow cup. Dozen \$1.75, 100 for \$12.50.

ORANGE CUP. Yellow, with frilled orange cup. 3 for 55c, dozen \$2.00, 100 for \$15.00.

GIANT HYACINTHS

For Pot and Garden Planting

CITY OF HAARLEM. Fine yellow, late.  
DELFT BLUE. Lovely clear medium light blue.  
DUKE OF WESTMINSTER. Purplish blue, white center.  
GERTRUDE. Rose pink.  
KING OF THE BLUES. Dark blue.  
LA VICTOIRE. Showy carmine red.  
L'INNOCENCE. Massive spikes of pure white.  
MYOSOTIS. Light forget-me-not blue.  
PRINCESS MARGARET. Soft pink.  
MIXED COLORS.

Price for Top Size Bulbs: (19 centimeters) : 2 for 75c, dozen \$3.75, 100 for \$29.00

BEDDING HYACINTHS (15-16 centimeters)

GERTRUDE. Rose pink.  
KING OF THE BLUES. Dark blue.  
L'INNOCENCE. White.  
MYOSOTIS. Light blue.  
MIXED COLORS.

Price: 4 for \$1.00, dozen \$2.50, 100 for \$18.00.

New Hyacinth Glasses From Holland

This new type glass permits perfect development of root system, bulb is set securely in neck of glass. Attractive as vase, too. Heavy clear glass, or dark green. Each 89c  
Large Hyacinth Bulb, your choice of color, Each 40c  
Both for \$1.25  
(If wanted by mail, please add 25c for shipping within 1th postal zone)

PAUL J. HOWARD'S CHOICE FLOWER SEEDS for Winter and Spring Bloom

CALENDULA. Pacific Beauty Strain. Apricot, Cream, Lemon, Persimmon and Mixed Colors. Pkt. 25c.

CINERARIA

Giant Flowered Hybrids. Crimson and Carmine, Blue, Salmon, Maroon, White, and Mixed Colors. Pkt. 50c.

Stellata. Star-shaped flowers on tall plants Pkt. 50c.

Cremers' Prize Mixture. Large flowerheads, heavy foliage. Pkt. 50c.

Siter's Rainbow Mixture. Huge heads of white centered flowers, small foliage. Pkt. 50c.

DELPHINIUM Pacific Giants

Black Knight, dark blue, dark bee; Blue Jay, medium blue, dark bee; Blue Bird, medium blue, white bee; Camellard, lavender, white bee; King Arthur, deep violet, white bee; Lancelot, lilac, white bee; Gallahad, pure white; Summer Skies, light blue, white bee; Round Table, Mixture of All Shades. Pkt. 50c.

FLOWER SEEDS

For Ground Covers, Borders

ALYSSUM. Carpet of Snow. White, 3 inches high. Violet Queen. Pkt. 25c, oz. 85.

BELLIS. English Daisy. Crimson, Rose, White, and Mixed Colors. Pkt. 25c.

CANDYTUFF Umbellata. Crimson, Flesh Pink, Rose, Lilac, White, and Mixed Colors. Pkt. 25c, 1/2 oz. 50c.

NEMESIA Nana Compacta. Mixed Colors. Pkt. 25c.

VIOLA Cornuta. Light Blue, Dark Blue, Yellow, White, Apricot, Ruby, Crimson, Mixed Colors. Pkt. 25c.

VIRGINIA STOCK. Malcolmia maritima. Mixed Colors. Pkt. 25c, 1/2 oz. 50c, oz. 50c.

All Bulbs Offered Are Giant or Jumbo Double Nose Size, Except As Noted

PLANTING INSTRUCTIONS: Set bulbs from 4 to 6 inches deep, depending on whether soil is heavy or light—deeper if soil is light. It should be moist and workable, with some bone meal spaded in, but do not mix manure in soil where bulbs are to be planted. Water thoroughly after planting, and mulch with peat or leaf mold. Then do not water again until leaves appear above the ground. Light shade is best for bulbs. Narcissus should be planted in October and November, to give bulbs a good start.

LARGE TRUMPET DAFFODILS

DAWSON CITY. Large golden yellow. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.

GOLDEN HARVEST. Early tall massive golden yellow. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.

KING ALFRED. Giant golden yellow, vigorous, free flowering. Mammoth solid Jumbo Bulbs: 3 for 95c, dozen \$2.95, 100 for \$18.00.

Extra Large Bulbs: Dozen \$1.75, 100 for \$12.50.

SILVER STAR. Creamy white, primrose yellow trumpet. 3 for \$1.00, dozen \$2.95, 100 for \$18.00.

TUNIS. Ivory white, crown edged gold. 3 for \$1.00, dozen \$3.50, 100 for \$28.00.

CLUSTER NARCISSUS

For growing in bowls, indoors, and for early winter bloom in the garden.

CHINESE SACRED LILY. Clusters of fragrant white flowers with yellow cups, most popular of all.

PAPER WHITE NARCISSUS. Pure white, fragrant flowers in clusters, easily grown.

SOLEIL D'OR. Fragrant yellow with orange cup.

Price of Above Cluster Narcissus: Huge Bulbs: 3 for 55c, dozen \$2.00, 100 for \$15.00.

Large Size: Dozen \$1.50, 100 for \$10.00.

SMALL FLOWERED NARCISSUS

BULBCODIUM CONSPICUOUS. Yellow Hoop Petticoat. Small yellow bell-shaped flowers. 3 for 45c, dozen \$1.50.

FEBRUARY GOLD. Very early yellow, with yellow trumpet fringed orange. 3 for 55c, dozen \$2.00, 100 for \$15.00.

MOONSHINE. Exquisite star-shaped creamy flowers in pendant clusters. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.

FRAGRANT JONQUILS

Dainty golden yellow, like miniature Daffodils, several to stem, charming for massing and borders.

GOLDEN PERFECTION. Beautifully formed golden yellow blossoms, new large type. 3 for 75c, dozen \$2.50, 100 for \$17.50.

JONQUILA SIMPLEX. (Queen Anne's Daffodil) Small fragrant golden yellow. Dozen \$1.50, 100 for \$10.00.

CAMPERNELLE SINGLE. Deep yellow. Dozen \$1.50, 100 for \$10.00.

CAMPERNELLE DOUBLE. Several small double yellow blooms to a stem. Dozen \$2.00, 100 for \$15.00.

DOUBLE DAFFODILS

CHEERFULNESS. Clusters of fragrant double white blooms. Dozen \$1.75, 100 for \$12.50.

IRENE COPELAND. One of the most striking; large double creamy white petals interspersed with lemon and orange yellow. 3 for \$2.00, dozen \$7.50.

TWINK. Large double primrose yellow and orange, early. 3 for 65c, dozen \$2.50, 100 for \$20.00.

How To Grow Fine Hyacinths

POT CULTURE: Select only the largest Hyacinth bulbs. Pot them in rich soil, providing good drainage, either singly in 4-inch pots or plant three or more in 6-inch pots or bulb pans. Water thoroughly, then store in a cool dark place for at least a month, until roots are well developed and top growth starts. Then bring into light, keep at cool temperature and water regularly.

FOR PLANTING OUTDOORS: Plant Hyacinth bulbs in groups in well drained soil enriched with bone meal, 5 to 7 inches deep. Use no manure in the soil. Water well, and keep moist. Buy only largest bulbs and remove all side bulblets.

HOW TO GROW HYACINTHS IN WATER:

Fill vase so BULB WILL NOT STAND IN WATER but barely touches it. Keep vase in coolest, darkest place, preferably cool closet or garage; avoid dampness. Watch water level each week, keeping water constantly just at base of bulb. Keep in dark place (usually several months) until flower bud is about 3 inches tall. Expose gradually to daylight. Sprouts will turn deep green and flowers develop rapidly.

FRENCH ROMAN HYACINTHS

Distinct in form and earliest of all Hyacinths to bloom; each bulb produces several spikes of dainty fragrant blooms in December, from bulbs planted in early fall. Splendid for pot culture, planting 3 or more bulbs in each pot. White, Blue, Pink. 3 for \$1.00, dozen \$3.50, 100 for \$27.50

NEW MULTIFLORA HYACINTHS

These charming Hyacinths produce a veritable clump, with as many as 8 spikes of fragrant bloom from one bulb. Grow in pots or in the garden. White, Blue, Pink. Each 69c, 3 for \$1.50.

CALIFORNIA WILD FLOWER SEEDS

CALIFORNIA POPPY. Escholtzia Aurantia. Pkt. 25c, 1/2 oz. 45c, lb. \$4.50.  
LUPINUS Nabus. Blue Bonnet. Pkt. 25c, oz. \$1.00.  
NEMOPHILA. Baby Blue Eyes. Pkt. 25c, 1/2 oz. 60c, oz. \$1.00.  
CALIFORNIA WILD FLOWER MIXTURE. Pkt. 25c, oz. 80c, lb. \$7.00.

Rust Resistant SNAPDRAGONS

MAXIMUM. (3 ft tall) Pink, Rose, Crimson, Orange, Scarlet, Copper, White, and Mixed Colors.

SUPER MAJESTIC. (1 1/2 to 2 ft.) Light Pink, Rose, Pink, Rose and Amber, Crimson, Orange, White, and Mixed Colors.

GIANT RUFFLED TETRA SNAPDRAGONS. Pink Shades, Rose, Orchid, Yellow, White, and Mixed Colors.

DWARF MAGIC CARPET. Short flower-spikes, pink shades.

Price of all Snapdragons, Pkt. 25c, 5 pkts. \$1.00

STOCKS

DOUBLE TEN WEEK BEDDING STOCKS. (1 ft.) Azure Blue, Dark Blue, Flesh, Deep Rose, Blood Red, White, and Mixed Colors.

GIANTS OF CALIFORNIA BRANCHING STOCKS. (2 1/2 ft.) Blue, Lavender, Pink, Deep Rose, Rose Carmine, Blood Red, Purple, and Mixed Colors.

Price of All Stocks, Pkt. 25c, 5 pkts. for \$1.00

SWEET PEAS

EARLY OR WINTER FLOWERING SPENCERS. For winter and summer bloom. One packet of seed will plant 5 feet of row; one ounce will plant 35 feet.

Bright Light, scarlet; Celestial, rose pink; Helen Hayes, scarlet; Kate Smith, rose; Memorial, lavender; Douglas MacArthur, salmon pink; Othello, maroon; Oriental, cream; Treasure Island, golden orange; Triumph, lilac; Waves, bright blue; White Giant, and Mixed Colors. Pkt. 25c, 5 pkts. for \$1.00, 1/2 oz. 40c, oz. 70c, 1/4 lb. \$2.25.

California Flowerland TULIPS

GIANT TALL-STEMMED TULIPS

Selected for Southland Gardens

CLARA BUTT. Soft salmon rose.

DILLENBURG. Showy orange red, edged bronze yellow.

FARNCOMBE SANDERS. Scarlet, white base.

KING HAROLD. Rich crimson maroon.

MOTHER'S DAY. Soft lemon yellow.

MRS. KRELAGE. Lilac rose with silvery edge; inside rose pink.

PRIDE OF HAARLEM. Cherry red, blue base.

QUEEN OF THE NIGHT. Very large deep maroon.

RED MASTER. The red "Pride of Haarlem".

ZWANENBURG. Fine pure white.

WILLIAM COPELAND. Bright lavender, early.

YELLOW EMPEROR. Large golden yellow, ivory stamens.

MIXED TULIPS.

The Above Varieties at New Low Prices: 3 for 50c, dozen \$1.50, 100 for \$10.00



Paul J. Howard's PRIZE WINNING TULIPS

ADVANCE. Very tall red, flushed orange. 3 for 65c, dozen \$1.75, 100 for \$12.50.

ARISTOCRAT. Beautiful long flowers of soft rose. 3 for 75c, dozen \$2.00, 100 for \$15.00.

CITY OF HAARLEM. Scarlet, center blue-black. 3 for 65c, dozen \$1.75, 100 for \$12.50.

DIDO. Orange red shaded carmine and salmon orange, with green border. 3 for 65c, dozen \$1.75, 100 for \$12.50.

DORRIE OVERALL. Outstanding novelty Tulip, deep petunia purple. 3 for 90c, dozen \$2.50, 100 for \$17.50.

DUKE OF WELLINGTON. Finest of all white Tulips, with long petals, yellow anthers. 3 for 75c, dozen \$2.00, 100 for \$15.00.

INSURPASSABLE. Immense orchid lavender, white center. 3 for 75c, dozen \$2.00, 100 for \$15.00.

KING MAUVE. Purple mauve, edged white. 3 for 65c, dozen \$1.75, 100 for \$12.50.

MARJORIE BOWEN. Rose and apricot, yellow inside. 3 for 65c, dozen \$1.75, 100 for \$12.50.

MRS. JOHN F. SCHEEPERS. Stately tall golden yellow, one of the finest for southland gardens. 3 for 65c, dozen \$1.75, 100 for \$12.50.

PRINCESS ELIZABETH. Vivid rosy pink.

THE BISHOP. Large tall violet. 3 for 75c, dozen \$2.00, 100 for \$15.00.

THE PEACH. Gorgeous peach red, white center. 3 for 75c, dozen \$2.00, 100 for \$15.00.

MAGNIFICENT DOUBLE TULIPS

Immense Double Blooms like Peonies, on Tall Strong Stems, extremely showy for bedding

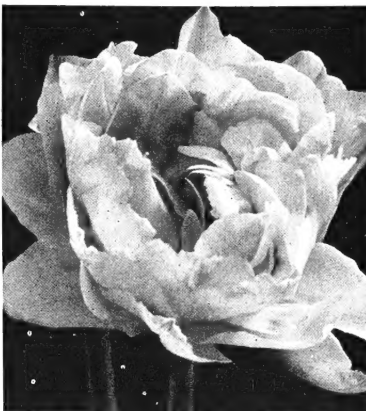
CLARA CARDER. Exquisite apple-blossom pink, exceptionally large. 3 for \$1.00, dozen \$2.50, 100 for \$18.00.

EROS. Very large, double old rose. 3 for 75c, dozen \$2.00, 100 for \$15.00.

MOUNT TACOMA. Giant white, strong stemmed. 3 for 75c, dozen \$2.00, 100 for \$15.00.

UNCLE TOM. Glossy mahogany red of fine form, outstanding. 3 for \$1.50, dozen \$3.50, 100 for \$25.00.

VALONA. Sensationally showy tulip—enormous double flowers of deep scarlet. Each 90c, 3 for \$2.50, dozen \$7.50.



SHOWY DOUBLE TULIP

How To Grow Gorgeous Long-Stemmed Tulips

Select only the largest size firm bulbs. Buy your bulbs early, and store in the refrigerator until November, or for 30 days. From mid-November through December is the best time for planting Tulips. Plant in sun or half-shade. Spade up soil to a depth of 12 inches and fertilize with bone meal, never manure. Plant bulbs at least 6 inches deep; in light soil, plant 8 inches deep. Cover with a mulch of peat moss, leaf mold or manure, and give bed a thorough, deep soaking right after bulbs are planted. Water lightly, to keep surface from drying out, until tulip leaves appear—then keep bed constantly moist, soaking it often and more thoroughly than most other flowers. Water must soak down at least six or eight inches to reach bulbs. Tulips require plenty of water to produce long stemmed blooms.

NEW HYBRID GARDEN LILIES

NEW MADONNA LILY

CASCADE STRAIN. Pure white fragrant lilies of rare beauty and perfect form in great tall clusters. Plants exceptionally vigorous, bloom in early summer. Plant early, in fall, in sunny, well-drained location and cover one inch. 3 for \$2.00, dozen \$8.00.

MADONNA LILY. French Strain. 3 for \$1.50, dozen \$5.00.

JAPANESE LILIES

Plant in well drained soil, in half-shade

LILIU AURATUM. (Gold Banded Lily) Broad white wavy petals, banded yellow and spotted brown, intensely fragrant.

L. RUBRUM. Deep rose and crimson bands and shading on lovely fragrant white blooms.

L. HENRYI. Big clusters of deep orange-yellow blooms.

PRICE OF JAPANESE LILIES: Each 65c, 3 for \$1.75, dozen \$6.50

California Flowerland GLADIOLUS

Plant Gladiolus bulbs monthly from December until April, for continuous bloom all spring and summer. Bulbs ready in November, all top size, No. 1 stock.

ABU HASSAN. Deep violet blue  
ALGONQUIN. Large ruffled scarlet  
BIT O'HEAVEN. Deep orange, yellow throat.  
BLUE BEAUTY. Violet blue, fine exhibition flower.

BURMA. Outstanding deep ruffled rose.  
CHAMOUNY. Carose rose edged silver  
CORONA. Exquisite cream edged pink  
COMMANDER KOEHL. Massive spikes of deep red blooms.

ELIZABETH THE QUEEN. Ruffled lavender.  
GOLDEN ARROW. Tall pure yellow.  
MARGARET BEATON. Fine white, crimson blotch.

MRS. MARKS' MEMORY. Mammoth ruffled reddish purple.

SONATINE. Immense flesh pink, tall, early.

SNOW PRINCESS. Large pure white.

VAGABOND PRINCE. Smoky orange rose.

WHITE GOLD. Huge cream white, golden throat.

CALIFORNIA FLOWERLAND MIXTURE.

Price: Dozen \$1.00, 25 for \$1.85, 100 for \$7.00

NOVELTY DUTCH GLADIOLUS

ACCA LAURENTIA. Orange red, yellow blotch.  
ADINA. Primrose yellow, tiny red spot.  
ANKARA. Garnet, brown and purple, blended.  
BELLS OF THE ALPS. Waxy pure white.

BOULOGNE. Velvety deep red.

DR. von DOBLEN de BRUYN. Unique white with greenish shading.

GEN. EISENHOWER. Magnificent pure rose.

HINEMOA. Mahogany red, brown markings, yellow throat.

HOLLAND'S GLORY. Talisman rose shades, blotched and streaked salmon and yellow.

ILE DE FRANCE. Soft flesh pink shaded rose, amber blotch.

MANSOER. Showy new deep blood red.

PAX. Large pure white with purple stripe.

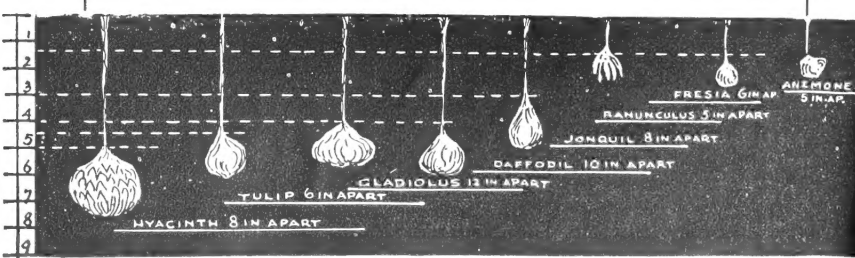
PAUL RUBENS. Outstanding large reddish purple.

UHU. Showiest smoky rose and brown tones.

Price: Dozen \$2.00, 100 for \$15.00

BULB PLANTING CHART

This chart shows average depth to plant. In heavy soils, do not cover quite so deeply.



PAUL J. HOWARD'S CALIFORNIA FLOWERLAND 11700 National Blvd., Los Angeles 64, California





## Form 10

**Order Number**

**11700 NATIONAL BLVD., LOS ANGELES 64, CALIF.**

**TELEPHONES: Los Angeles—TEXAS 0-2951**

West Los Angeles—ARizonga 3-1171 - Santa Monica—EXbrook 7-2118

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SHIP TO

**ADDRESS**

Please Fill in if Shipping Address is Different from Mail Address

**If Variety Ordered is Out of Stock, may we Substitute Similar Type and Color of equal value?.....**

**THIS FLAP IS GUMMED READY TO FOLD,  
SEAL AND STAMP—NO OTHER ENVELOPE NECESSARY**

**Check  
Addition  
Carefully**

**ALL PRICES IN THIS CATALOG SUBJECT TO CHANGE WITHOUT NOTICE**

# Paul J. Howard's New Giant Calla

## HERCULES

One of the sensations of the plant world, and a marvelous subject for modern landscape planting. Plants form large decorative clumps that may be massed in the shade garden or grown as individual specimens, in tubs or large pots in the patio. Both foliage and blooms grow to a height of 4 feet or more. The immense rich green glossy leaves set off perfectly the massive pure white flowers, often 10 inches across and somewhat flared, on towering stems. Hercules Callas make striking large flower arrangements, too.

**Plants only, Each \$2.50,  
3 for \$7.00**



PLANTING OF HERCULES CALLAS IN FRONT OF OUR STORE

## OTHER CALLAS

**WHITE CALLA. (Aethiopica)** Large waxy blooms for cut flowers and borders in shade. Plant in rich, well drained soil. Mammoth Bulbs: **2 for 75c, dozen \$3.75.** Large Bulbs: **3 for 75c, dozen \$2.50.**

**GODFREY CALLA.** White blooms of graceful form and medium size. **2 for 75c, dozen \$3.75.**

**BABY WHITE CALLA.** Potted plants only. **Each 50, dozen \$5.00.**

**BLACK CALLA. (Arum pictum)** Exotic deep maroon blooms, odorless, handsome foliage. **Each 75c, 3 for \$2.00, dozen \$7.50.**

**PINK CALLA.** Dainty light pink blooms of medium size. **Each 60c, 3 for \$1.50, dozen \$5.00.**

**YELLOW CALLA. (Elliottiana)** Foliage marked with silver. Grow in pots or shady beds. Mammoth Bulbs, **each 75c, 3 for \$2.00, dozen \$7.50.** Large Bulbs, **each 45c, 3 for \$1.25, dozen \$4.50.**

## PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

Telephones: TEXas 02951 — ARizona 31171 — EXbrook 72118

11700 National Blvd., Los Angeles 64, California



